Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Text

UNCLASSIFIED

PAGE 01 WELLIN 01958 180344Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------052486 181541Z /43
R 180329Z APR 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 5374
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS WELLINGTON 01958

E.O.11652:N/A
TAGS: BEXP, ETRD, OTRA, NZ
SUBJECT: COMMERCIAL PROGRAM: POSSIBLE VISIT OF USDOC
DEPUTY ASSISTANT SECRETARY MORAN

REF: CANBERRA 2625 (NOTAL)

USDOC FOR MORAN

1. WE HEARTILY CONCUR WITH CANBERRA'S SUGGESTION THAT DEPUTY ASSISTANT SECRETARY MORAN INCLUDE NEW ZEALAND ON HIS ITINERARY IF HE IS ABLE TO VISIT SYDNEY FOR THE OPENING OF THE U.S. MARKETING CENTER. WE WOULD ENVISAGE A TWO DAY PROGRAM IN NEW ZEALAND, PREFERABLY JUNE 8 IN AUCKLAND AND JUNE 9 IN WELLINGTON. IN BOTH LOCATIONS, WE WOULD PROPOSE TO INVITE THE AMCHAM TO ARRANGE MEETINGS AT WHICH MORAN MIGHT SPEAK (IN THE CASE OF AUCKLAND, THE PREFERENCE WOULD PROBABLY BE FOR A BREAKFAST MEETING JUNE 8) AND WOULD ALSO BRING MORAN TOGETHER WITH LOCAL BUSINESS LEADERS, PARTICULARLY IN THE FOOD PROCESSING INDUSTRY. IN ADDITION, IN WELLINGTON, WE WOULD EXPECT TO ARRANGE FOR MORAN TO MEET APPROPRIATE GNZ OFFICIALS.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WELLIN 01958 180344Z

2. NEW ZEALAND HAS JUST LAUNCHED "EXPORT YEAR" AND INTEREST IN SELLING OVERSEAS, AND PARTICULARLY TO THE U.S.A., IS MOUNTING RAPIDLY. LOREE SILLOWAY OF MORAN'S STAFF WILL BE ADDRESSING A BUSINESS AUDIENCE IN WELLINGTON ON THIS THEME NEXT MONTH, DESCRIBING TRADE PROMOTION TECHNIQUES USED BY THE USG WHICH THE GNZ

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

MAY WISH TO CONSIDER ADAPTING TO ITS OWN NEEDS.

3. HOWEVER, NEW ZEALAND WILL NEED MORE THAN SHEER DETERMINATION TO EXPORT ITS WAY OUT OF ITS PRESENT BALANCE OF PAYMENTS PROBLEM. AS NEW ZEALAND IS A MAJOR PRODUCER OF PASTORAL PRODUCTS, ONE PROMISING AREA FOR INCREASED FOREIGN EXCHANGE EARNINGS WILL BE INCREASING THE QUANTITY OF PROCESSED VERSUS RAW FOOD EXPORTS. NEW ZEALANDERS IN THE FOOD INDUSTRY ARE NOT FULLY AWARE OF THE IMPORTANCE OF SOPHISTICATED PROCESSING AND PACKAGING IN THE U.S. MARKET, AND MORAN -- WITH HIS EXTENSIVE BACKGROUND IN THE FOOD PROCESSING INDUSTRY -- WOULD BE PARTICULARLY WELL-EQUIPPED TO INFORM KEY OFFICIALS AND INDUSTCALISTS HERE OF THE RANGE OF FOOD PROCESSING AND PACKAGING MACHINERY U.S. MANUFACTURERS HAVE TO OFFER, AND OF THE IMPORTANCE OF UTILIZING THE LATEST TECHNOLOGY IN PROCESSING AND PACKAGING FOOD PRODUCTS FOR EXPORT TO SOPHISTICATED MARKETS SUCH AS THE U.S.A. SUCH A DIALOGUE WOULD NOT ONLY SERVE TO ASSIST OUR OWN COMMERCIAL PROGRAM HERE BUT CONTRIBUTE TO OUR MORE GENERAL GOAL OF TRYING TO ENCOURAGE GREATER DIVERSITY AND SOPHISTICATION OF NEW ZEALAND'S EXPORTS TO STRENGTHEN THE COUNTRY'S ECONOMY, THEREBY ALLOWING IT TO PLAY THE ROLE IN REGIONAL AFFAIRS THAT IS NEEDED IN THE ANZUS ALLIANCE. SELDEN

UNCLASSIFIED

NNN

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ITINERARY, FOREIGN MARKETS, MINISTERIAL VISITS, OPENING OF OFFICES
Control Number: n/a
Copy: SINGLE
Draft Date: 18 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN01958
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780165-1136
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780442/aaaabjss.tel
Line Count: 86
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 199b8bab-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 CANBERRA 2625
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2925473
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: POSSIBLE VISIT OF USDOC DEPUTY ASSISTANT SECRETARY MORAN
TAGS: BEXP, ETRD, OTRA, NZ, (MORAN, JAMES B)
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/199b8bab-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014